

What are Hijackers and how do You Get Rid of Them?

A hijacker is a seller who attempts to add their inventory your listing. This means that potentially, they could have the buy box some of the time.

The only advantage of this, is if you happen to run out of stock your listing will not start losing rankings because even though YOU have run out of stock, there is another seller with stock available.

Generally though, we want to try and get rid of hijackers although it might not always be possible.

When would it not be possible to get rid of a hijacker?

If your product is exactly as you purchased in from the supplier. Meaning if there is no customization at all – not even a sticker on the packaging – nothing. In this case, the other seller (the hijacker) has done nothing wrong. Similarly, YOU could buy stock of an existing product on Amazon and add that stock to the existing listing. This is what Amazon calls a ‘free market’ and it’s an accepted part of being a seller.

When CAN you get rid of a hijacker?

When you have some branding on your product/product packaging – even if it’s DIY branding, you can send the following email (courtesy of Jungle Scout) to the hijacker. Most of the time this email will work because even hijackers do not want to have their Amazon seller account shut down!

Hi {Seller Name}, I see that you are also selling {Your Brand Name}. However, I have created the {Your Brand Name} brand from scratch, and have never resold any wholesale items to any other reseller.

I own the brand, and have not authorized you or anyone else, to sell {Your Brand Name} on Amazon.

If you are selling a different brand, while posturing as {Your Brand Name}, then you are selling counterfeit products, which is something that Amazon takes very seriously and will shut down your account without warning.

If you do not remove your product from the {Your Brand Name} listing within 24 hours, I will have to contact Amazon and issue a formal Cease and Desist letter. This is obviously not an ideal situation for either of us, so I hope that you take heed to this note and remove your product from {Your Brand Name} listing immediately.

Thank you for your prompt attention.

Sincerely,

{Your Name}, CEO @ {Your Brand Name}

If by any chance this does not work (wait 48 hours to give the seller enough time), you should report the infringement to Amazon.

Before you do this, it's better to have a simple website set up for your brand. Even a site set up on a free website builder will suffice, providing you have a real domain name for your website.

[NOTE: This course does not cover website creation. It's a different subject and beyond the scope of the training here. If you want to learn about that sort of thing, please check the very last lecture in the course.]

There is one more thing you can do - although this may not always be possible due to your geographic location. However, if it IS possible, you could order one unit from the hijacker.

When you receive it, take photos of it and send them to Amazon to prove that the product being sold by the other seller, is not identical to the one described in the listing. Hijackers will not have your branding on their products. Even if you only have DIY branding, the hijacker will not have it. Therefore, they are selling a product that is different to the one described in the listing!